

1977 MERCURY
COUGAR



1977 MERCURY COUGAR XR-7. Personality - Bold. Strong. Aggressive.

1977 Mercury Cougar XR-7



Here, for 1977, is a bold new symbol of driving excitement: Mercury Cougar XR-7 with a totally new personality.

Cougar XR-7. It's the Mercury personality of the year. Bold. Aggressive. All new. With stunning looks, sporty lines and a sweeping list of exciting standard appointments. More of a Cougar than we've ever unleashed before. And now there's more new action for the Cat Set in a whole new breed of Cougars.

This year, XR-7 unleashes fresh excitement in a pack of nine new running mates.

Choose from 2-doors, 4-doors and 3 new station wagons. All Cougar at heart. These cats deliver new comfort and convenience with Cougar's own brand of driving excitement. See the new Cougars paraded in the pages of this brochure. Then put your favourite through its paces at the Sign of the Cat.

COUGAR XR-7. New action for the Cat Set.

Cougar XR-7 with Decor Group



A ride engineered by Lincoln-Mercury. All yours in the Cougar XR-7.

Is XR-7 a sporty road machine? Or a glamorous luxury car? Actually a little like both. But unique in a number of exciting ways. There's never been a Cougar so deeply elegant or styled with more sophisticated flair. There's never been a Cougar more technically advanced in the way it rides or handles. In the assured and easy way it responds. But then, smoothness and sureness are what Mercury cars are famous for.

Cougar XR-7 is also famous for the abundance of personal touches in its thoughtfully conceived interior. Richly spacious. Whisper-quiet. Consideration for your comfort and convenience is everywhere. If this isn't enough, you can go even further in personalizing your own XR-7 from the broad choice of options listed on the back cover.

Choose, for example, the optional Decor Group. Which lets you select either of two interior designs. Shown above, the Twin Comfort Lounge Seats in chamois leather with vinyl, available in a wide range of additional colour schemes. Shown below, the Decor Group interior with all-vinyl bucket seats and console in white-with-lipstick.

The Decor Group for XR-7 also includes styled "road wheels", dual remote control racing mirrors and more . . .

COUGAR XR-7. A car like nobody else's car. Again!

1977 Mercury Cougar XR-7. Front and rear views.



Cougar XR-7 is more than ever a one-of-a-kind car.

XR-7 for '77 has a personality all its own. Coveted for its uncompromised luxury and comfort.

If you're an admirer of spaciousness and deep comfort—if you think a car like Cougar should offer such amenities as full instrumentation and the enviable list of standard features Cougar is noted for, you'll be glad to know here is one personal-size car that's on your side.

Among other things, try it on for size!

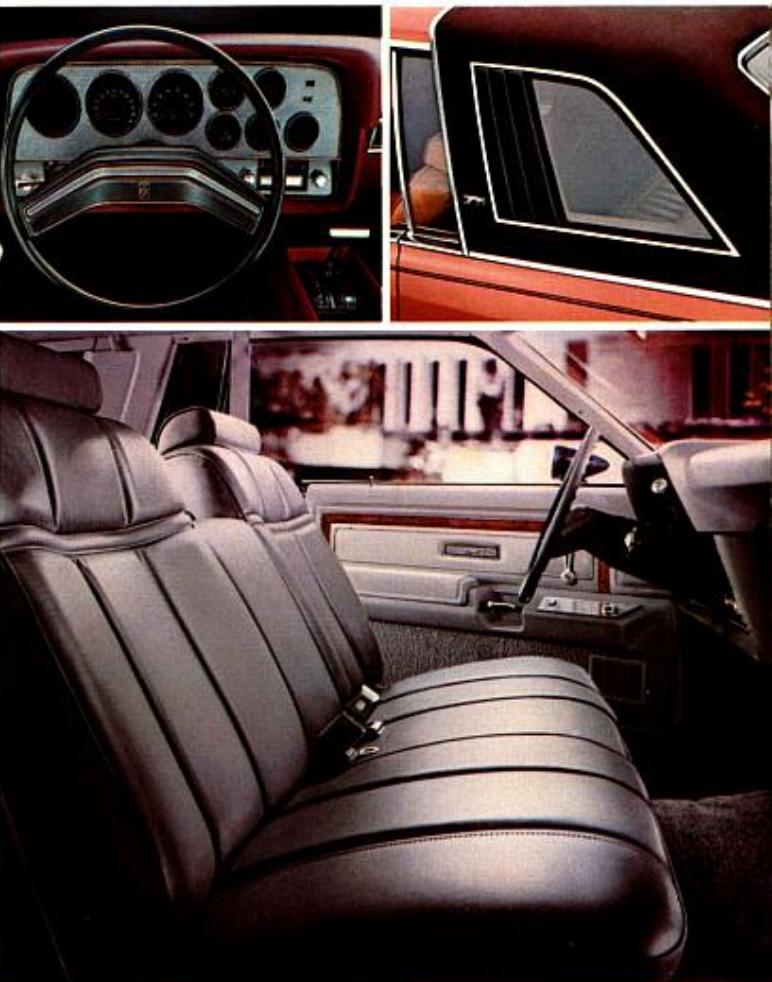
Try it on too, for its inner meanings. Example: the XR-7's bright, engine turned competition/performance type instrumentation you can order. The interesting interior shadows shaped by the uniquely louvered opera window. And the handsome tailored look of the XR-7 standard Flight Bench Seat interior, shown at bottom, in dove grey all-vinyl (also available in cloth and vinyl and in additional colours.)

Cougar XR-7 standard features include: 302-2V V8 engine • Select-Shift automatic transmission • Power brakes • Power steering • High energy ignition system • HR78 x 15 steel-belted radial tires and 15-inch wheels • Ride-engineered suspension system • Rear stabilizer bar • Unique XR-7 sound-hushing package • Landau vinyl roof • Louvered opera window • Dual headlamps • Unique Cougar wheel covers • Deluxe steering wheel • Electric clock • Walnut instrument panel appliqués • Cut-pile carpeting • Panoramic day/night rear view mirror • Concealed windshield wipers • Dual-note horn • Glove box with lock • Inside hood release • Full complement of Ford Motor Company Safety Design Features.

UPPER LEFT: Optional performance instrumentation

UPPER RIGHT: Standard louvered opera window

BOTTOM: Standard Flight Bench Seat



And now, more new action for the Cat Set in a whole new breed of Cougars.

Mercury Cougar Brougham 2-Door; Mercury Cougar Villager Wagon; Mercury Cougar Brougham 4-Door



Introducing a whole new pride of Family Cats.

If ever a time was to be destined as the "Year of the Cat," '77 must surely be it! This year XR-7 unleashes fresh, youthful excitement in nine new Cougar running mates. Glamorous family cars. Saucy in their newborn styling. Exciting in their sureness on the highway. In the precisely-honed smoothness of their ride. Elegant in the way they blend interior roominess with high decor and meticulous tailoring.

The look and the excitement are new. But you'll find in these new Cougars a proud carry over from previous years of careful research and development. A detailed and attentive concern for engineered excellence that have made the Mercury ride an envied hallmark of quality.

New excitement for the Cat Set: Cougar XR-7's thoroughbred pack of running mates. Drive one. Celebrate the "Year of the Cat!"

COUGAR BROUGHAM.

An elegant offspring of the renowned XR-7.

1977 Mercury Cougar Brougham 4-Door Hardtop



Experience its sophisticated personality and ride.

It doesn't take a purist to recognize the kinship of this excitingly-styled car to its running mate, the Cougar XR-7. If its youthful looks and bold stance don't tell you, its ride most certainly will. You'll find both 4-door (shown left) and 2-door offer generous room for relaxing as you drive. Quiet. Smooth. Responsive to your bidding. Just a few moments at the wheel, or as a passenger, and you, too, will become a Mercury environmentalist!

Cougar Brougham interiors have been fashioned to inspire you with their contemporary freshness and mood. Above at the right is illustrated the standard Flight Bench Seat interior in optional saddle vinyl (cloth-and-vinyl standard). Both upholstery treatments are available in a range of six colours. Below right is shown the Brougham Decor option with Twin Comfort Lounge Seats, reclinable passenger seat and other added luxury touches.

Cougar Brougham standard features include: 302-2V V8 engine • Select-Shift automatic transmission • Power brakes • Power steering • High energy ignition system • H78 x 14 bias/belted tires • Ride-engineered suspension system • Deluxe sound package • Dual headlamps • Deluxe wheel covers • Deluxe steering wheel • Electric clock • Cut-pile carpeting • 12 inch day/night rear view mirror • Concealed windshield wipers • Inside hood release • Full complement of Ford Motor Company Safety Design Features.

UPPER: Standard Flight Bench Seating
LOWER: Brougham Decor Option



MERCURY COUGAR AND COUGAR "S"

1977 Mercury Cougar 2-Door Hardtop



Beautiful, Economical, Family Cats.

For people who like to enter the exciting world of the Cat Set without a setback in their budget.

This is the "Year of the Cat", make no mistake about it! And if your family is ready for the fun that these new kinds of Cougars have in store, maybe it's the year of *your* cat! They're Cougar XR-7's most affordable running mates, true, but real show-winners on their own. Choose 2-door hardtops, 4-door sedans, or wagons in Cougar and Cougar "S" series. Like all other Cougar models, they can be made personally yours with a long list of options (see back page) ranging from sports instrumentation to a new AM/FM/MPX radio with Quadra-sonic 8-tape player.

And of course that wonderful Mercury ride is made even more so by the family-room comfort of its generously dimensioned interior.

Above right, is the most affordable Cougar, the Cougar "S" 2-door hardtop. The "S" series is available in 4-door and wagon models, too. It's got the Cougar spirit in an even more economical style.

Standard Cougar series bench seat decor in saddle cloth-and-vinyl is shown at the top right. Below is a view of the standard Cougar "S" interior in cloth and vinyl.

Cougar and Cougar "S" standard features include: 302-2V V8 engine • Select-Shift automatic transmission • Power brakes • Power steering • DuraSpark ignition system • H78 x 14 belted tires • Ride-Engineered suspension system • Deluxe sound package (except "S") • Dual headlamps • 2-Spoke colour-keyed steering wheel • Cut-pile carpeting • 12 inch day/night rear view mirror • Concealed windshield wipers • Inside hood release • Full complement of Ford Motor Company Safety Design Features.

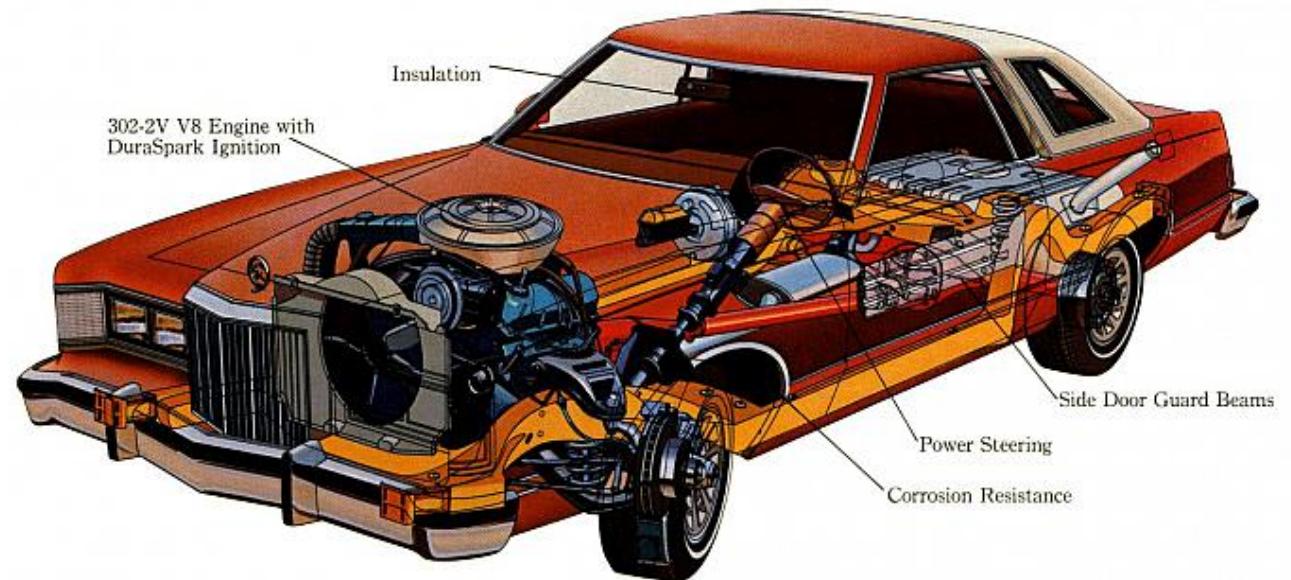


"Ride Engineered by Lincoln-Mercury" — the sum total of all the engineering attributes you'll find on these pages.

The Mercury ride is known far and wide. It is a term that has become quite synonymous with "excellence" in an engineering sense. Actually it is the sum of a lot of things, large and small, that go to make up the total environment we call the Mercury ride.

"Road paving" smoothness, a geometry problem nearly solved.

Much of the riding comfort you'll experience in your 1977 Cougar stems from its road-tuned suspension design, front and rear. In front, fully independent coil springs cushion front wheel movements, soaking up the bumps. Shock absorbers dampen the spring action to smooth the ride still further. A link-type stabilizer bar fights excessive sway and "lean" when cornering. The rear suspension is based on helical springs and hydraulic telescopic shock absorbers. Rubber bushings are used at all pivot points, front and rear, reducing vibration and road noise even further.



One good turn leads to another

Standard power steering on your 1977 Cougar gives you hydraulic assistance for fingertip control and nearly effortless guidance. Flex coupling in the steering shaft helps isolate road jolts from your hands at the wheel. Cougar's wide stance, front and rear, also contributes to its sureness on the road and through the winding turns.

Room at the top—and everywhere else

Cougar's passenger compartment/wheelbase ratio retains generously dimensioned headroom, hiproom and legroom. The body is strong and rigid, working with a unique torque box frame to help keep road shocks, noise and vibration down. From box-framed roof panel to reinforced floor pan, the body is welded as a solid unit. You ride in roomy comfort, in a cocoon of rigid steel.

A secret between you and the outside world

Cougar comes with ample body insulation in such major areas as roof, floor, fenders, roof pillars, cowling, dash, hood, luggage compartment—even behind the rear seat. A welcome addition to your sense of peaceful quiet as you drive. The Power Ventilation system forecasts "fair weather" no matter what conditions prevail outside.

Put a stop to all that

Power brakes (front disc, rear drum) put a sophisticated hydraulic power assist system at your command to afford positive stopping power with a minimum of human braking effort. A built-in mechanism adjusts the brakes when they are applied as the car moves in reverse, helping to keep your brakes in fine adjustment automatically.

Better sparks. Quicker starts.

For 1977, all Mercury engines are equipped with our new and improved DuraSpark solid-state ignition system, which offers a substantially increased voltage output compared to our 1976 system. This contributes toward even quicker, more dependable cold-weather starting and cleaner, more efficient engine operation at all speeds.

Reduced scheduled maintenance

The 1977 Cougar features 7,500 mile oil and oil filter change intervals, and 30,000 mile chassis lubrication intervals (applies to engines that are designed to operate on unleaded fuel).

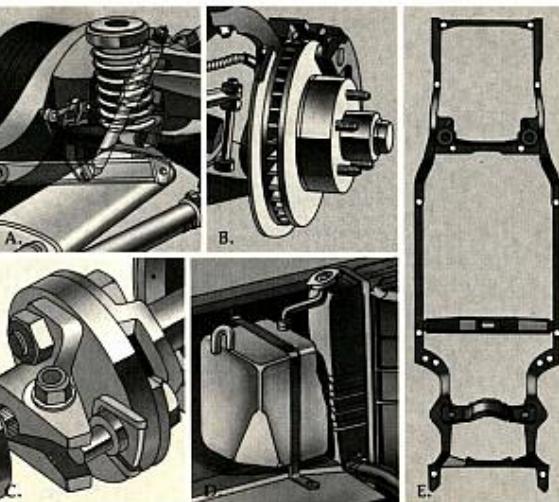
Cougar really puts it together with "Personality".

Now you can see why we think of the "Mercury ride" as more than just a system of components, wheels, tires, suspension, steering. It is the *total environment* of the car—a personality you can attune to . . . a considered concern for all the elements which go to make up the way a car rides and handles, the quietness of its interior, the certainty with which it negotiates difficult terrain, the ease of parking it, and more. This is what we mean when we say "Mercury ride"—the *total environment*! And you make it all your own with a touch of your own personality. Your Cougar can be as individual as your own fingerprint. Be bold. See how a 1977 Mercury Cougar can be a part of you. Because you too are bold, strong, and aggressive.

A Rear Suspension. Cougar's rear coil springs, four control links and shock absorbers work as a unit to help provide the kind of smooth, controlled ride people have come to expect from Mercury automobiles.

B Power Brakes; front disc, rear drum. Cougar's standard system offers ample stopping power with a 211.9 square inch front disc sweep area, and 157.0 square inch drum sweep area. A total of 368.9 square inches.

C Steering Column Flex Coupling. Helps reduce road shock before it reaches driver's hands. A particularly desirable feature on irregular road surfaces.



D Closed Coolant Recovery System. It's standard equipment on all Cougars for 1977. Heated coolant overflow is captured and retained in the reservoir and returned to the radiator automatically when it cools.

E Body/Frame Construction. Cougar's body/frame unit with strategically located butyl rubber mounts offers energy-absorbing "flex action" to help reduce road shock from reaching the passenger compartment.

Options & Specifications

Options

Performance Related

351-2V V8 • 400-2V V8 • Higher-Ratio Axle
 • Traction-Lok Axle • Heavy-Duty Alternator • Heavy-Duty—77 amp. Battery • Sport Instrumentation • Cross-Country Suspension • Heavy-Duty (Class III) Trailer-Towing Package.

Comfort and Convenience

Manual Air Conditioning • Automatic Temperature Control Air Conditioning • Day/Date Analog Clock • Convenience Group • Cornering Lamps • Rear Window Electric Defroster • Illuminated Entry System • Light Group • Left-Hand Remote-Control

Mirror • Dual Racing Remote-Control Mirrors • Illuminated Visor Vanity Mirror • Opera Window • Power Lock Group and Deck Lid Release • Power Moonroof • Driver Bucket-6 Way Power Seat • Flight Bench-6 Way Power Seat • Driver Twin-Comfort-6 Way Power Seat • Power Windows • Radio AM • Radio-AM/FM/MPX • Radio-AM/FM/MPX with Tape Player • Radio-AM/FM/MPX with Search Feature • Radio-AM/FM/MPX with Quadrasonic Tape Player • Space Saver Tire • Dual Rear Speakers • Speed Control including Luxury Steering Wheel • Leather-Wrapped Sport Steering Wheel • Tilt Steering Wheel • Tinted Glass.

Appearance and Protection

Body Paint Stripes • Bucket Seats • Bumper Protection Group • Cougar XR-7 Decor Group • Cougar Brougham Decor Option • Glamour Metallic Paint • Leather and Vinyl Seat Trim • Protective Bodyside Moulding • Protection Group • Colour-Keyed Seat Belts • Speciality Tutone Option • Landau Vinyl Roof • Full Vinyl Roof • Front Vinyl Roof • Vinyl Seat Trim • Cast Aluminum Wheels (4) • Styled Road Wheels (4) • Styled Steel Wheels and Trim Rings (4) • Deluxe Wheel Covers • Luxury Wheel Covers • Wire Wheel Covers.

Specifications

(All dimensions in inches unless otherwise specified)	2-Door	4-Door	Station Wagons
Wheelbase.....	114.0	118.0	118.0
Overall Length.....	215.5	219.5	223.2
Overall Width.....	78.0	78.0	79.6
Front Head Room.....	37.3	38.0	38.0
Hip Room.....	58.8	58.8	58.8
Leg Room.....	42.3	42.3	42.3
Rear Head Room.....	36.3	37.0	38.4
Hip Room.....	57.0	57.0	57.8
Leg Room.....	32.8	37.2	36.6
Luggage Capacity (cu. ft.).....	16.8	16.8	
Maximum Floor Length (tailgate closed).....	—	—	87.2
Cargo Width at Wheelhouses..	—	—	48.2
Cargo Volume (cu. ft.).....	—	—	84.9

Powertrain Combinations

	Sedans, Hardtops	Station Wagons
302-2V Automatic.....	Std.	NA
*351-2V Automatic.....	Opt.	Std.
*400-2V Automatic.....	Opt.	Opt.

*Powertrain is also available with an engine that is designed to use regular (leaded) fuel.

Corrosion Resistance

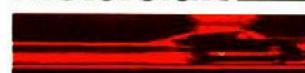
We take extra steps to see that your new Mercury is engineered and built to high quality standards. And in order to help your car remain new-looking longer, we have increased the use of galvanized steel, corrosion-resistant primer coats, precoated steel in critical areas, aluminized wax, and acrylic enamel as a finishing coat.

And in addition to the many other Cougar anti-corrosion measures, a new feature for 1977: a new protective vinyl coating has been added behind the wheel house openings. This vinyl coating is sprayed on and, by providing a flexible base for the enamel, results in improved resistance to stone chipping and abrasion from sand. Vehicles may be ordered without this feature.

Illustrations and information presented were correct when approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Mercury Dealer for the latest, most complete information on models, features, prices and availability.

Motorcraft 



REPLACEMENT PARTS — For continued top performance specify genuine Motorcraft parts and Autolite Spark Plugs whenever they need replacement.

FUEL WARNING: Unless you have selected an optional engine that is designed to use regular gasoline (leaded), all Cougar engines require UNLEADED FUEL ONLY. The use of leaded fuel in these engines can damage the catalytic converter and affect other emission control components.

Litho in Canada

8/76

MERCURY COUGAR

